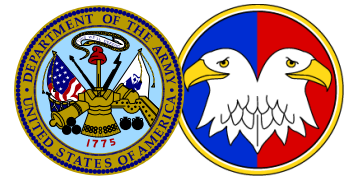




Dealing With The Media

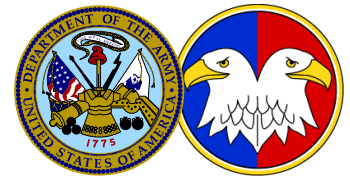


Objectives

- **Why We Talk To the Media**
- **Assistance Available from the PAO**
- **Tips For Dealing With The Media**



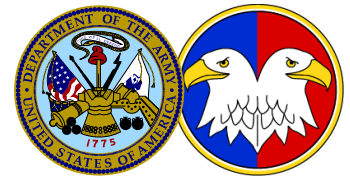
Why We Talk to the Media



- **News Stories Shape Public Agenda and Opinion**
- **It's an Opportunity to Tell Our Side of the Story**
- **It can Counteract Negative Information**



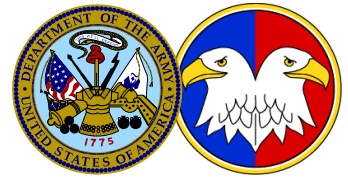
What Assistance Can PAO Provide?



- **Represent Family Members**
- **Provide Information/Command Guidance prior to Interviews**
- **Respond to Media Queries**
- **Prepare Press Releases**
- **Manage/Escort Media**
- **Provide Training**



During the Interview



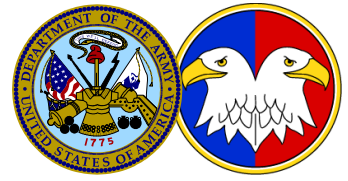
DO:

- **Relax - Be Yourself**
- **Listen - Understand the Question**
- **Think About What You Say Before Speaking**
- **Be Concise - Avoid Jargon or Acronyms**
- **Stick to the Facts**
- **Know Your Limits**

Realize Nothing is Ever “off the record.”



During the Interview

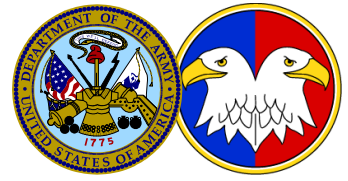


Do Not:

- **Discuss Classified Information, Rules of Engagement, Future Plans, or Destinations**
- **Release Any Casualty Information**
- **Provide Home Address/School Information**
- **Speculate or respond to “what if”**



SUMMARY



- **Know Your Rights** - It's Your Choice Whether or Not to Speak to Reporters
- **Know Who Will Hear You** - Family Members Have Information Useful to the Opposing Forces
- **Know Your Limits** - Don't Talk About Anything of which You Do Not Have First Hand Knowledge
- **Know Where to Get Assistance** - Contact PAO